



# County of San Diego

MEDIA & PUBLIC RELATIONS

1600 PACIFIC HIGHWAY, ROOM 208, SAN DIEGO, CALIFORNIA 92101-2415

(619) 531-4830 FAX (619) 557-4027

**August 14, 2008**

**TO: GRANT APPLICANTS**

**FROM: TRACY DE FORE, BUSINESS MANAGER  
MEDIA AND PUBLIC RELATIONS**

**RE: 2008-2009 CABLE TELEVISION GRANT AWARD PROGRAM**

The County of San Diego Board of Supervisors supports the Community Partnership for Cable Television Grant Program. The County of San Diego Cable Television and Telecommunications Review Commission and the Department of Media and Public Relations administer grant funds every fiscal year.

Enclosed you will find an application packet, which includes (1) Grant Program Overview; (2) Application Checklist; (3) Application Summary Page; (4) Production Budget Sheet; (5) Video Production Guidelines; and (5) Grant Program Agreement.

The Commission invites interested applicants to submit proposals for the development and production of half-hour video programs designed to educate and inform the residents of San Diego County. Non-profit organizations, community groups and educational institutions must partner with a County department/agency to qualify for a grant. For the 2008-2009 grant cycle, the Commission will award up to \$10,000 for projects that demonstrate exceptional merit. Completed grant videos will be cablecast on CTN, the County Television Network, available on Cox Communications Channel 19 (North), Cox Communications Channel 24 (South), and Time Warner Cable Channel 24 in the unincorporated area of the county and Channel 124 on the digital tier.

**Please note that the deadline to submit applications is Monday, November 24, 2008, with awards disbursed beginning in March of 2009.** The Commission looks forward to receiving your proposal. In the meantime, should you have any questions or require further information, please contact Jackie Collins at (619) 595-4680, or visit the CTN Web site, at [www.ctn.org](http://www.ctn.org).

**COMMUNITY PARTNERSHIP FOR CABLE TELEVISION  
GRANT AWARD PROGRAM**

**Timetable**

**2008-2009**

**(ALL DATES SUBJECT TO CHANGE)**

Mail Out Notice of Application Availability .....	August 14, 2008
Application Deadline .....	November 24, 2008
Project Evaluations .....	November 26 – December 17, 2008
Evaluation Committee Meeting .....	December 18, 2008
Recommendations to Cable TV Review Commission .....	January 12, 2009
Board of Supervisor Approval .....	February 17, 2009
Notifications of Awards .....	February 18, 2009
Deadline for Completion .....	August 31, 2009

**COMMUNITY PARTNERSHIP FOR CABLE TELEVISION  
GRANT PROGRAM 2008-2009  
Application Instructions**

**BACKGROUND AND MISSION**

The County of San Diego Board of Supervisors established the COMMUNITY PARTNERSHIP FOR CABLE TELEVISION GRANT PROGRAM (“Grant Program”) in 1984. The Grant Program’s mission is to benefit the residents of San Diego County by promoting the development of high quality cable television programming designed to educate the public about important and timely local government issues. The County Cable Television and Telecommunications Review Commission (“Commission”) and the Department of Media and Public Relations administers the grant program. The County Television Network (“CTN”) may cablecast approved programs submitted by Grant Program participants.

In the past, the goals of the Grant Program were to develop new ideas for government access programming, and to provide additional program content for the County’s underutilized access channel. Today, however, CTN produces its own schedule of high-quality programming. The Grant Program has evolved into a means to spark development of diverse, creative and innovative programming to complement the award-winning programming already produced by CTN. **Additional goals for 2008-2009 are to encourage programs that highlight efforts to support the County’s designated Strategic Initiatives: Children, the Environment, and Safe and Livable Communities.**

**ELIGIBILITY**

Funds are available to non-profit organizations that demonstrate a partnership with any San Diego County department or agency. Partners must be willing to make a commitment to work together to produce informative programming for the benefit of San Diego County residents. No government entity receiving any cable television franchise fees is eligible to apply.

County departments/agencies that wish to apply, but are unsuccessful in partnering with a non-profit organization, must demonstrate that efforts were made to find a partner, but were unsuccessful. Letters from the director of the non-profit organization(s) approached will be sufficient evidence of these efforts.

**All applications must include a letter of support and commitment to participate from an eligible County department/agency, signed by the appropriate County department director. The Commission will reject all Applications without such signed letters.**

**PROGRAM TOPICS**

Applicants should submit proposals that address current local issues facing San Diego County residents. Topics of past award recipients have included unique approaches to fighting crime, unique ways to increase awareness of health issues, new ways to encourage self sufficiency in

underprivileged or challenged populations, and educating the general public about County services.

**It is the Board of Supervisors' direction that County departments and applicants highlight programs that promote the health, protection and future of children; a responsible and sustainable environment; and safe and livable communities. Projects that promote citizen participation in community problem identification and the development of shared solutions are highly desirable.**

## **EVALUATION CRITERIA**

The Panel will evaluate all applications according to the following criteria:

- (1) PROGRAM: Does the Applicant clearly identify and describe all elements of the program, including: topic, subject matter, format (on-location, documentary, magazine style, news format, etc.) target audience, length and production techniques? Weight 30%
- (2) NEED: Does the Applicant clearly define a local need for the program and provide sources of information supporting the need? Weight: 35%
- (3) IMPACT: Does the Applicant clearly explain the immediate impact of this program on the targeted audience, and how the targeted audience will be reached? Weight: 15%
- (4) BENEFIT: Does the Applicant clearly explain the specific, long-term benefits of this program to County residents? Weight: 20%

## **FUNDING LEVEL**

The County Board of Supervisors and the Commission develop an annual budget for the Grant Program. For the 2008-2009 grant cycle, the Commission anticipates awarding up to five grants of \$10,000 each, depending upon the availability of proposals with sufficient merit to justify an award.

## **DISBURSEMENT SCHEDULE**

For the 2008-2009 grant cycle, the following disbursement schedule will be applied:

- (1) One third of the total award will be issued after (1) final adoption of the award by the Board of Supervisors, (2) attendance at a pre-production workshop, (3) submission of the program script and production schedule, and (4) submission of a written request for funds by the recipient organization.

- (2) One third of the total award will be issued after (1) completion of the shooting stages of the production, (2) submission of a revised script, and (3) submission of a written request for funds. **The County reserves the right to view portions of the footage shot and to make suggestions for script revisions before release of the second award payment.**
- (3) The third and final payment will be issued only after (1) receipt of the completed program tapes, (2) submission of all required financial and narrative reports, and (3) submission of a written request for funds. **The County will not release final payment until both the Commission and the Department of Media and Public Relations review and approve the submitted program.**

## **LIMITATIONS**

Funds are available only to promote the development of non-commercial, informational government programming through cable television. Grantees shall not use Program funds for institutional overhead or commercial use. All video production equipment purchases must have County approval, in writing, before procurement. The County Television Network (CTN) shall retain any equipment authorized for purchase upon completion of the production.

## **DURATION OF AWARD**

Completed projects are due in the office of the Department of Media and Public Relations by August 31, 2009. Grantees must submit all financial and reporting documents within thirty (30) days of the program completion date. **Any project not completed by August 31, 2009, may be subject to revocation of the Grant Program award.**

## **VIDEO FORMAT AND LENGTH**

The Grant Program funds projects to produce videotaped programs only. Grantees may not submit programs in film, multimedia, or other formats. Grantees shall use digital tape formats for all videotaping, and shall provide program master copies on DVCAM digital tape, unless the Commission agrees in writing to accept a different format. **Grantees must submit one master on DVCAM digital tape and one DVD copy to constitute completion of the project.** Grantees should label tapes with the title, producer, production date, total running time and audio channel.

Completed programs should run **twenty-eight minutes and thirty seconds (28:30)**, or consist of a series of two or more programs, each running twenty-eight minutes and thirty seconds (28:30).

## **VIDEO PRODUCTION GUIDELINES**

Applicants are expected to produce professional quality video programs comparable to the commercial and public programming available on local television and cable channels.

Applicants must comply with the attached Video Production Guidelines throughout the writing, shooting and post-production of the project.

Please review these guidelines carefully and follow them in your production efforts. Commission staff uses the guidelines as a checklist for final approval of each project. Failure to comply with any guideline may cause delays in acceptance of your completed project.

## **APPLICATION PROCESS**

Applications must include:

- (1) Completed application summary sheet (included in this packet), which should serve as the cover page of the application;
- (2) Treatment of the project (four page maximum), which includes a detailed description of the proposed program or an outline of the main topics to be covered, the visual techniques to be used to present these topics, identification of subjects to be interviewed, hosts, talent, actors or others appearing in the program, and a description of additional funding sources, if any. In addition, Applicants may provide responses to the specific evaluation criteria described above. Such responses may not exceed an additional two pages, and should be placed immediately after the treatment;
- (3) Production schedule;
- (4) Completed production budget sheet (included) and supporting documentation;
- (5) Summary sheet providing background on the organization, producer, director and scriptwriter;
- (6) List the organization's Board of Directors;
- (7) Letter of support from a County agency, signed by a County department head;
- (8) Nonprofit organizations must submit a copy of their IRS tax status letter.

Additional support letters, matching fund commitments, draft scripts and other relevant materials may be included as attachments. However, the Evaluation Panel will judge applications on the quality, not quantity, of the materials submitted.

**Please submit the original plus seven (7) copies of the completed application.** An Application Checklist is included in this packet to help ensure that Applications are complete when submitted. **The Evaluation Panel will reject all incomplete applications.**

## **PRODUCTION BUDGETS**

Applicants must complete the attached "Production Budget Sheet," and should explain any out-of-the-ordinary expenses on a separate sheet. Applications must include a rate sheet and contact information from any contracted production house relied upon to support the budget submitted in the applicant's proposal. **Applicants are expected to maintain receipts for all funds spent, to attach copies of all receipts to the final report submitted to the County, and to provide the original receipts upon request.**

## **SELECTION PROCESS**

The Media and Public Relations Business Manager will screen all submitted proposals for completeness and will make reasonable efforts to contact the Applicant and request missing materials before the deadline. The Evaluation Panel, at its sole discretion, may choose to accept incomplete applications, or to accept additional materials submitted after the deadline.

The Evaluation Panel shall include up to three Commission Members and at least three additional members consisting of County staff with expertise in community issues, professional staff of the County Department of Media and Public Relations and CTN or independent professional video producers. County conflict of interest rules and limitations shall apply to all members of the Evaluation Panel.

The Evaluation Panel will evaluate and rank the applications and compile a list of recommended applicants for review and approval by the Commission. The Board of Supervisors then approves these finalists.

**ALL DECISIONS ARE FINAL. THE CABLE TELEVISION AND TELECOMMUNICATIONS REVIEW COMMISSION AND THE BOARD OF SUPERVISORS RESERVE THE RIGHT TO APPROVE OR REJECT ANY GRANT PROGRAM APPLICATION.**

## **APPLICATION SUBMISSION LOCATION AND DEADLINE**

**Applicants should hand-deliver applications to the following address:**

**THE DEPARTMENT OF MEDIA AND PUBLIC RELATIONS  
ATTN: GRANT AWARD PROGRAM  
1600 PACIFIC HIGHWAY, ROOM 208  
SAN DIEGO, CALIFORNIA 92101**

**The Department of Media and Public Relations must receive all applications by 5:00 PM, Monday, November 24, 2008.** The Evaluation Panel, at its sole discretion, may choose to accept late-filed applications, upon written request stating a compelling reason for the delay.

## APPLICATION QUESTIONS

Brief responses to the following four questions, as well as any additional comments, may be submitted as a separate attachment.

(1) PROGRAM Weight: 30%

Describe the program and include in your response: program topic, subject matter, format (on location, documentary, magazine style, news format, etc.), target audience, length and production techniques.

(2) **NEED** Weight: 35%

Define the local need for this program, and the source of information supporting the need.

(3) IMPACT Weight: 15%

Explain the immediate impact this program will have on the targeted audience, and how the targeted audience will be reached.

(4) BENEFIT Weight: 20%

Explain the specific, long-term benefit this program will have on County residents.



## APPLICATION CHECKLIST

A complete application to the County includes all of the materials listed below. Please organize materials in the order listed.

**APPLICATIONS MUST BE DELIVERED TO THE DEPARTMENT OF MEDIA AND PUBLIC RELATIONS, 1600 PACIFIC HIGHWAY, ROOM 208, SAN DIEGO, CALIFORNIA, 92101. APPLICATIONS MUST BE RECEIVED BY 5:00 PM ON THE DAY REQUESTED.**

If any of the items listed are not included, the application will be considered incomplete. **ONLY APPLICATIONS THAT INCLUDE ALL ITEMS REQUESTED WILL BE EVALUATED.**

- \_\_\_\_\_ 1. The Application Summary Sheet must be the first page of the application and must be signed by the organization's project director.
- \_\_\_\_\_ 2. A treatment of your proposal (four page maximum), which includes a detailed description of the proposed program and an outline of the main topics to be covered, the visual techniques to be used to present these topics, identification of subjects to be interviewed, hosts, talent, actors or others appearing in the program, and a description of additional funding sources, if any. You may submit separate responses to the specific evaluation criteria described above. Such responses may not exceed an additional two pages, and should be placed immediately following the treatment.
- \_\_\_\_\_ 3. A realistic schedule from planning to completion of your production. Include specific script, pre-production, production and post-production completion dates.
- \_\_\_\_\_ 4. A production budget, along with the contractor rate sheet or equivalent that reflects your production budget.
- \_\_\_\_\_ 5. A one-page summary of background information on the organization, producer, director and scriptwriter.
- \_\_\_\_\_ 6. A list of the non-profit organization's Board of Directors.
- \_\_\_\_\_ 7. A letter of support, signed by a County department head, with your application.
- \_\_\_\_\_ 8. Non-profit organizations must show proof of incorporation (Articles of Incorporation, Form 501C3 of the Internal Revenue Taxation Code, or Section 23701D of the State Revenue Taxation Code).
- \_\_\_\_\_ 9. Letters, testimonials and other materials identifying participation, matching funds, in-kind donations or other support may be attached.

Submit the original plus seven (7) copies of the application, including all attachments. The Application Summary Sheet should serve as the cover of the application.

**GRANT APPLICATION SUMMARY SHEET**

**I. APPLICANT**

**Project Director Name** \_\_\_\_\_

**Organization** \_\_\_\_\_

**Project Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_

**Zip** \_\_\_\_\_ **Phone** \_\_\_\_\_

By signing this form, I certify that all statements made herein are true and to the best of my knowledge. I acknowledge that I have read the Grant Program Agreement and, if awarded a grant, I will abide by all terms and conditions set forth therein.

**Signed (Project Director):** \_\_\_\_\_ **Date** \_\_\_\_\_

**Organization Tax ID Number (Required)** \_\_\_\_\_

.....  
**II. PROJECT SUMMARY (50 words or less)**

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**III. BUDGET SUMMARY** **AMOUNT**

1. **Salaries & Wages** \_\_\_\_\_

2. **Supplies & Materials** \_\_\_\_\_

3. **Equipment** \_\_\_\_\_

4. **Other Production Costs** \_\_\_\_\_

**Total Costs of the Project** \_\_\_\_\_

**Total Amount Requested from San Diego County of San Diego** \_\_\_\_\_

## PRODUCTION BUDGET SHEET

The Production Budget Sheet identifies the total costs for the production, how the Applicant will spend County funds, and sources of any other contributions. Please itemize the following budget categories.

	<b><u>Production Budget</u></b>	<b><u>Amount Requested From County</u></b>
<b>Pre-production</b>		
Producer	\$	\$
Director	\$	\$
Scriptwriter	\$	\$
Location Scouting	\$	\$
Rehearsals	\$	\$

<b>Production</b>		
Producer	\$	\$
Director	\$	\$
Technical Director	\$	\$
Engineer	\$	\$
Camera Crew	\$	\$
Grips	\$	\$
Talent	\$	\$
Cameras	\$	\$
Tripods	\$	\$
VTR/Decks	\$	\$
Lighting	\$	\$
Batteries	\$	\$
Audio	\$	\$
Teleprompter	\$	\$

<b>Post-Production</b>		
Producer	\$	\$
Director	\$	\$
Editor	\$	\$
Graphics/Artists	\$	\$
On-Line Editing	\$	\$
Off-line Editing	\$	\$
Tape Logging	\$	\$
Special Effects	\$	\$
Audio	\$	\$
Tape Duplication	\$	\$

	<b><u>Production Budget</u></b>	<b><u>Amount Requested From County</u></b>
<b>Supplies and Materials</b>		
Videotape Stock	\$	\$
Set Construction Materials	\$	\$
Costume/Make-up	\$	\$
<b>*Copyright</b>	\$	\$

- **Submit to the County signed release forms of all copyrighted materials used in the production.**

### **Other Costs**

Publicity/Premiere	\$	\$
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### **TOTALS**

	\$	\$
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If the total budget exceeds the amount requested from the County, please identify sources of additional funds. You must attach a letter identifying these funds.

Identify sources of assistance (cable company, production house, etc.) and include the rate cards.

The Cable & Telecommunications Review Commission encourages the local participation of San Diego County residents and businesses in the performance of this contract.

**EQUAL OPPORTUNITY:** Contractor shall not discriminate against any employee, or against any applicant for such employment, because of age, race, color, religion, sex, sexual orientation, disabilities, ancestry or national origin, marital status, medical condition, family and medical leave. This provision shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

**AFFIRMATION ACTION:** The Contractor, his subcontractors and suppliers shall comply with the requirements for the County's Affirmative Action Program as set forth in Article IIIk of the Administrative Code of the County of San Diego, unless specifically exempted in accordance with the Article's rules and regulations as set forth in the Board of Supervisors' Resolution No. 84, dated January 23, 1974. Article IIIk is incorporated herein by reference.

## **Cable Grant Program: Video Production Guidelines**

**Please review these guidelines carefully and incorporate them into your production efforts. These guidelines are used as a checklist for final approval of each project.**

### **Writing:**

- ❑ Answer these questions:
  - What is your message?
  - Who is your audience? The grant program must be targeted to the general television viewer who watches CTN. (If your goal is to produce a more targeted fundraising/recruiting video, you can always re-edit it later).
  - How will you visualize your message? In other words, what pictures will go with your words? Don't write what you don't have. Make sure you have enough video to cover your words.
- ❑ Tell a story.
- ❑ Write in short, clear, declarative sentences.
- ❑ Write in a conversational way. To that end, use contractions.
- ❑ Make sure your facts and figures are accurate.
- ❑ Avoid using lingo that is specific to your industry. The general public will not understand it.
- ❑ Avoid stringing a bunch of interviews together without additional video (known as "B-Roll"). Long sequences of "talking heads" are not the best way to tell your story.
- ❑ Keep your interviews short. Sound bites should be less than thirty seconds long unless they are very powerful.
- ❑ Avoid opening segments longer than one minute before getting to the title of your program.

### **Shooting:**

- ❑ Shoot on a professional quality tape format, such as DV. Other formats will result in poor picture quality.
- ❑ Use a tripod.
- ❑ Pay close attention to sound quality, especially on interviews. Use windscreens on microphones in outdoor situations.

- ❑ Natural sound is very important for program quality and pacing. Please try to incorporate it in your program.
- ❑ Shoot active video; get your subjects doing something.
- ❑ Shoot plenty of “b-roll,” interesting video to cover long interviews.
- ❑ Avoid excessive use of pans, tilts and zooms unless there’s a good reason to use them.

### **Editing:**

- ❑ Do not start your program with audio over black (*i.e.*, music with no picture). This technique makes it very difficult to cue tape to the beginning for broadcast.
- ❑ Avoid going to black for more than a second or two between segments of your program.
- ❑ Don’t use VHS video as a source, except when absolutely necessary. Consider identifying it as “home video” or give a courtesy credit to the organization that shot the video.
- ❑ No jump cuts, please.
- ❑ Pay careful attention to the audio. Make sure it’s even and mixed properly.
- ❑ Music: Make sure it’s appropriate and does not take away from your message. Don’t let it overwhelm your interviews. Music with lyrics is distracting when playing as background to an interview. Also, make sure that you have permission to broadcast that music.
- ❑ Text/Titles/Credits:
  - Avoid placing too much text on the screen. Any text should be short and to the point and in a font large enough to see from across the room. Check spelling throughout the show, including credits.
  - Keep your name titles short. Keep them up for at least :04 if not longer. If interviews are repeated in segments, please repeat the name titles.
  - If adding phone numbers/hotlines, web sites, addresses, it is your responsibility to make sure they are accurate and that they will stay current for at least a year.
  - People on the receiving end of questions and phone calls must be informed to expect calls, letters, etc. when the program begins airing. Also, you must have permission to publicize the numbers, hotlines, etc.
  - The exact wording you should use in crediting the Cable Grant Commission is the following:

**This program was funded by an award from the County of San Diego  
Cable Television and Telecommunications Review Commission.**

This credit should be placed at the end of the program, following your series of credits.

**Before tapes are delivered to CTN:**

- ❑ Make a master tape of your program for your own organization on DVCAM broadcast quality tape. We do not lend out our masters after they are given to us.
- ❑ If you are planning your own debut/launch date, please let CTN know. We don't guarantee this, but we will try to schedule our first airdate the same day or soon afterward.